



Be Californian. Buy California Grown.

Meeting Notice and Agenda

Buy California Marketing Agreement

Trade Sub-Committee

Date: Monday, February 3, 2003
Time: 10:00 a.m.
Location: Mering Associates Advertising
1700 "I" Street, Sacramento, CA 95814

Agenda

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| 10:00 a.m. | 1. Call to Order | Scott Horsfall |
| | 2. Roll Call, Welcome and Introductions | |
| | 3. Approve Agenda | |
| | 4. Approve Minutes of 12-11-02 Meeting | |
| | 5. Chief Operations Officer Report | |
| 10:15 a.m. | 6. Research Overview | |
| | a. Ad Tracking Study | |
| | b. Copy Testing Study | |
| 11:00 a.m. | 7. Retail Merchandising Program | |
| | a. Review Proposed Merchandising Program | Debra Lambert |
| | b. Promotions agency/Merchandising Support | |
| | c. Review Preliminary Merchandising Budget | Scott Horsfall |
| | d. Retail Advisory Committee | |
| 1:30 p.m. | 8. Review Additional Promotions | |
| | a. Review and recommend action on additional advertising proposals, including but not limited to, a California Restaurant Association, and a proposal for activities with the State Fairs. | |
| 3:00 p.m. | 9. Adjourn | |

NOTE: Each of the agenda items listed above will include discussion and possible action by the Committee/Board. Meeting room assignments are subject to change.

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Buy California Advisory Board meetings comply with the Bagley-Keene Open Meetings Act that allows for public comment on all agenda items. For further information related to this agenda, please contact the Buy California Office at 916-651-7384.

A copy of this meeting notice can be found at
<http://www.cdfa.ca.gov/mkt/mkt/meetings.html>